

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Sang Yong Bae, et al. :  
: Examiner: Not yet known  
:  
Serial No.: 10/595,998 : Group Art Unit: Not yet known  
:  
U.S. National Phase Application based on :  
International Application: PCT/KR04/003043:  
Filed: November 24, 2004 : Attorney Docket No.: 56587.22  
:  
Filed: May 24, 2006 : Customer No.: 027128  
:  
For: ON-LINE ADVERTISING SYSTEM :  
AND METHOD : Confirmation No.: 1534  
:

**PRELIMINARY AMENDMENT B**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Prior to examination, it is respectfully requested that the application be amended as follows:

**Amendment to the Specification** begins on page 3 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 4 of this document.

**Amendments to the Drawings** begin on page 12 of this document and include both an attached replacement sheet and an annotated sheet showing changes.

**Remarks** begin on page 13 of this document.

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Preliminary Amendment

Attachments including amended drawing figures are attached following page 13 of this paper.